

Attorney Docket No. 56704.000109
Attorney Customer No. 27682

JPW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Matthew K. GRACIE) Group Art Unit: 3623
Application Number: 10/735,018) Examiner: C. Michelle Colon
Filed December 12, 2003)

For: **SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER
IDENTIFICATION PROGRAM**

CERTIFICATE OF MAILING UNDER 37 C.F.R. 1.8

I hereby certify that this correspondence is being deposited with the United States
Postal Service with sufficient postage as first class mail in an envelope addressed to:

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

on: January 5, 2006

Date


Gail W. O'Brien

Typed or Printed Name of Person Signing Certificate

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Documents being submitted with this Certification of Mailing under 1.8 are:

- Transmittal Letter for Response to Office Action dated October 31, 2005
- Amendment and Response to Office Action dated October 31, 2005
- Self-Addressed Stamped Return Postcard

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Matthew K. GRACIE) Group Art Unit: 3623
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For: **SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM**

RESPONSE TRANSMITTAL LETTER

MAIL STOP AMENDMENT
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Enclosed is an Amendment and Response under 37 CFR 1.111 to the Office Action dated October 31, 2005 in connection with the above-identified patent application.

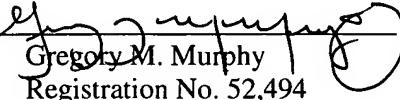
- A petition for a One-Month Extension of Time is also enclosed.
- A Request for Entry and Consideration of Submission under 37 C.F.R. § 1.129(a) is also enclosed.
- No additional claim fee is required.
- An additional claim fee is required, and is calculated as shown below:

CLAIMS					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	53	Minus 53 =	0	x \$50.00 =	\$0
Independent Claims	5	Minus 5 =		x \$200.00 =	\$0
If Amendment adds multiple dependent claims, add \$260.00					n/a
Total Amendment Fee					\$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					\$0
TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT					\$0

Charge \$____ to Deposit Account No. 08-3436 for the fee due.
 Check No. _____ in the amount of \$0 is enclosed for the fee due.
 A Certificate of Mailing Under 37 C.F.R. §1.8.
 Self-addressed stamped postcard.
 The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: January 5, 2006

Respectfully submitted,

By: 

Gregory M. Murphy
Registration No. 52,494

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Matthew K. GRACIE

Application Number: 10/735,018

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MAIL STOP AMENDMENT

Commissioner for Patents

PO Box 1450

Alexandria, VA 22313-1450

Group Art Unit: 3623

Examiner: C. Michelle Colon

AMENDMENT AND RESPONSE UNDER 37 CFR 1.111

Sir:

In response to the Office Action dated October 31, 2005, Applicants respectfully request reconsideration of the above-identified application in light of the amendments and remarks herein as follows:

IN THE CLAIMS: This section begins on Page 2.

REMARKS: This section begins on Page 16.